

# STREET BANNERS POLICY

Effective Date:	22 November 2011 (last adopted by Council)
Review Date:	November 2016
Version:	1
Contact Officer:	Manager, Communications
TRIM Document Number:	DO1389673

## 1. Objectives

Randwick City Council's street banner program is designed to:

- promote significant events affecting Randwick City
- visually enhance Randwick City's streetscape
- create a sense of community and a sense of place within Randwick City's towns and shopping strips
- promote major arts, cultural activities and sporting events of public interest
- stimulate local economic activity.

## 2. Background

Randwick City Council has 150 banner poles across Randwick City. The banner poles fly street banners 4m tall by 1.2m wide and are an important part of Council's communication strategy to activate and visually enhance local towns and business centres. Council uses the banner poles to promote significant Council events and activities. The poles are also available for hire by commercial and not-for-profit groups for purposes consistent with Council's Street Banners Policy.

The banner poles are located at key areas along major transport corridors, in town centres or at tourist destinations like local beaches. The banners are viewed by tens of thousands of people daily and millions throughout the year.

The locations are separated into eight zones [zone maps attached]:

- Zone 1: Randwick – Alison Park (7)
- Zone 2: Clovelly Beach (4)
- Zone 3: Coogee Beach (12)
- Zone 4: Kensington – Anzac Parade (50)
- Zone 5: Kingsford – Anzac Parade (30)
- Zone 6: Maroubra Junction – Maroubra Road / Anzac Parade (11)
- Zone 7: Maroubra Beach (20)
- Zone 8: Matraville –Bunnerong Road (16)

Banner pole locations and zones will be updated periodically at Council's discretion.

Council has contracted a professional company to install/remove all street banners.

## 3. Council use of banners

Council use of its street banner poles takes priority over all other bookings.

## 4. Hiring street banners

External organisations may make application to hire street banner poles when not in use for Council events and activities.

### 4.1 Hiring process

- Applicants can enquire about street banner availability by calling the Communications Unit at Randwick Council on 1300 722 542
- Applicants are required to fill out a street banner booking form, available online, at Council's Customer Service Centre or from the Communications Unit.
- Bookings must be made to book all banners within one or more zones.
- The minimum booking period is two weeks and the maximum is six weeks.
- It is recommended applications be submitted at least two months before the intended installation date because of production times and limited banner availability.
- Council reserves the right to decline any booking request that is not consistent with the purposes of this policy.
- All artwork requires approval by the Communications Unit prior to printing.
- Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner. The preferred logo placement is along the bottom of the banner. No more than three logos are allowed per banner.
- Booking periods commence on Mondays with installation occurring on the Sunday night or Monday morning.

### 4.2 Cost

Hirers are required to pay all costs relating to the printing, storage and delivery of the banners.

Council charges a fee for the hiring of a banner pole per week as per its fees and charges.

Costs to install and dismantle banners are also charged to hirers.

Full payment to hire, install and dismantle banners is required upfront and bookings are not final until payment is received.

### 4.3 Design

Effective banner designs feature simple and bold graphics with limited use of text to event names or short 'grabs'.

## 4.4 Approval

Hirers are required to seek approval of the final artwork by the Communications Unit. Randwick Council reserves the right to reject, at its discretion, any banner design that does not comply with the street banner policy or is considered unsuitable. The banner program is not intended to be an advertising medium for commercial products and services.

## 4.5 Installation

- All installation and dismantling will be conducted by Randwick City Council's approved contractor.
- Installation typically occurs on Sunday evening/Monday morning.
- Installation of banners can also be dependent on traffic, weather conditions, the number of banners to be installed and other external factors. Hirers should allow up to two days variance on the installation date.
- Hirers are required to send their banners to the contractor by the Friday prior to installation.
- Hirers are responsible for collecting their banners from the contractor as soon as possible once they have been removed. Randwick Council and its contractor will not be held responsible for uncollected banners. Banners not collected within three months after their dismantling date will be disposed.
- Council reserves the right to have any installed banners that are badly torn dismantled prior to the scheduled dismantling date.

## 4.5 Reuse

- Council recommends that you either recycle or reuse your banners after they have been dismantled.
- Council can recommend recycling options for your banners or put you in contact with organisations that make old banners into banner bags and other products.